

A graphical user interface is provided for capturing application data in picture form. A set of data capture tools, including a subjective data parameter palette and accompanying data canvas, are presented to an operator during an interactive session. By selecting and placing such data parameters on the data canvas, a user can paint a data picture representing his/her subjective motivations, mental impressions, reasons, etc., for engaging in a particular transaction. In a preferred embodiment, the present interface is used in connection with a stock portfolio management application, where it is used to capture user rationale and logic for purchasing or selling financial instruments such as securities, options, etc.